

COMMUNITY BENEFIT DISTRICT

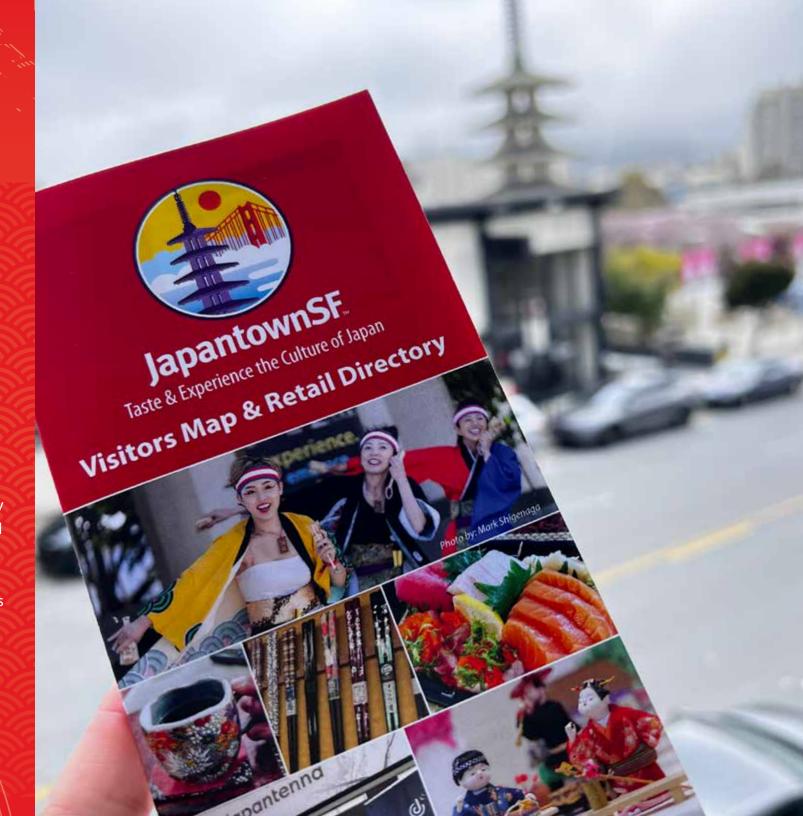
FY 22 - 23 Annual Report





The Mission of the JCBD

Through economic business development for property owners and merchants, beautification of public spaces for all to enjoy and a safe livable environment – Japantown will continue to thrive as a culturally rich, authentic, and economically vibrant neighborhood which will continue to serve as the cultural heart of the Japanese and Japanese American communities for generations to come.



Working for the Present

To Our Stakeholders and Community,

The Japantown Community Benefit District (JCBD) Board of Directors and staff are pleased to present to you the FY 22-23 Annual Report.

Japantown's road to recovery from the pandemic has had its ups and downs like many merchant corridors. However, the JCBD's work towards Japantown's recovery has been instrumental in keeping this important destination and cultural hub moving forward at a positive and steady pace. Identifying its needs and working for the present has been our focus, and we are delighted to share with you the many accomplishments that were made in this fiscal year.

As a cultural destination, we need to always acknowledge the past and look towards the future. The Japantown Community Benefit District's work concentrates on the "Present" and what we can do to make sure Japantown continues to thrive so that this cultural destination will be present for future generations.

Supporting our small businesses, partnering with various City agencies and community organizations has enabled us to have a seat at the table to make sure Japantown is an active and visible participant in discussions when it comes to promoting the diverse communities that make San Francisco a premier destination.

JCBD works in the present by:

- Advocating for and continually interacting with our small businesses
- Keeping Japantown clean and inviting
- Making safety a priority
- Promoting the district to attract visitors, new businesses and collaborations

The work that we do today puts Japantown on solid ground for its future.

With deep appreciation,

JCBD Board of Directors and Staff

Achievements for FY22-23

In FY22-23, the Japantown Community Benefit District accomplished the following:

- Continued COVID-19 Antigen Testing for Japantown and surrounding neighborhoods in partnership with Virus Geeks and distributed over 3000 At-Home Test Kits
- Opened the Heart of Jtown Pop-Up Shop inside a vacant storefront
- Assisted small businesses with various grant opportunities
- Hosted the Fleet Week
 Neighborhood Concert Series
- Partnered with the Golden State Warriors for the first Japanese Heritage Night
- Participated in SF Travel's Asia Mission: Tokyo to promote San Francisco & Japantown
- Partnered with NAKED, Inc. for 2023 G7 Hiroshima Summit - Dandelion Project
- Supported 7 nonprofit and cultural organizations through the Japantown Community Benefit District Community Fund

What You See is What You Get and More

We can't emphasize enough how much value our Community Ambassadors bring to Japantown. They are one of the main reasons why visitors and locals keep coming back. Maintaining cleanliness even within a small 6 City blocks may not be much compared to larger CBD/BIDs, but the work that our Ambassadors perform each and every day impacts those who live and work in the area and has helped Japantown continue to thrive.

Grafitti on properties continues to be a huge eyesore and if not taken care of right away becomes an invitation for more. Property owners that do not have maintenance on-site reach out to the JCBD for assistance. Working with property owners, they provide painting supplies needed so that the graffiti can be taken care of right away. Photos of grafitti are logged in and shared with SFPD's Grafitti Abatement Division.

Japantown's Community Ambassadors are our extra set of eyes and ears. They are the ones who have direct communications on a daily basis with our small businesses and community members. They also check in with JCBD Executive Director and Deputy Director throughout the day and report any major problems that needs to be addressed quickly.



Jtown Community Clean-Up events are still held every other month. This fiscal year we partnered with various community nonprofits to bring out more volunteers to assist.

JET Alumni Association of No. CA and Nevada donated towards purchasing branded safety vests.





Japantown CBD Community Ambassadors Cleaning Stats

311 Requests	226	Request for Police/Fire/EMS
Answered Hotline	6	Sharps (Needle) Clean Up
Auto Glass Clean Up	377	Stickers/Grafitti Removed
Bio-hazard Clean Up	269	Trash (lbs)
Business Contact/Check In	178	Trash Bags Collected
Cigarette Butts	32,574	Weed Abatement (block face
Hospitality Assistance	2697	

Needle) Clean Up 177 Grafitti Removed 936 31,475 gs Collected 859 atement (block faces) 28

JCBD staff continues its monthly standing meeting with our direct contacts at Recology and SF Public Works. These meetings enable the JCBD to address concerns and receive information to share with our small businesses.

Keeping Japantown Safe Beyond Cameras

Our SafeCity Cameras continue to provide valuable footage for law enforcement in their investigations. The cameras also enable JCBD staff to review footage when illegal dumping or inadequate maintenance of loading docks are reported by the community. We notify property owners so that they are aware and to resolve the issues.

In May of 2023 JCBD staff met with the Gangwon Provincial (South Korea) representatives to explore "self-governing police system in the western part of the United States." Their hope is to pilot a self-governing police system for South Korea.

They came to learn about major crime prevention activities carried out by JCBD and how local residents actively participate, as well as how we have built cooperation with local law enforcement agencies and organizations.



On Wednesday, January 4th, 2023, Japantown and the broader community of San Francisco was devastated by a tragic incident: the fatal shooting of Gavin Boston, who was killed by senseless gun violence.

This tragedy gave us an opportunity to reach out to existing organizations such as Community Youth Center/Coalition for

as Community Youth Center/Coalition for Community Safety and Justice and the Street Violence Intervention Program (SVIP) to explore solutions in preventing crime.



Emergency preparedness is another area that is important to the JCBD. Currently Japantown has no emergency plan in place. As a Community Benefit District, staff looked at what is needed to implement an emergency plan. We had meetings with the Japanese Cultural and Community Center of No. California to see if a partnership can be created to start on an emergency plan. Through various grants, JCBD staff were able secure earthquake preparedness kits for nonprofit organizations through the Earthquake Country Alliance (ECA).

Through additional funding JCBD staff received:

- Training and certification as licensed HAM radio operator
- Training and certification as SFFD Neighborhood Emergency Response Team (NERT)

Emergency preparedness supplies purchased includes:

- HAM Radio
- Solar Powered Emergency Generator
- FCC licensed hand-held radios

The JCBD will continue to work on emergency preparedness for the community, and will keep reaching out to subject matter experts to further develop planning and preparedness.

JCBD has been working with the following agencies:

- SF Office of Emergency Management
- Federal Emergency Management Agency
- Bay Area Urban Area Security Initiative
- Earthquake Country Alliance
- Bay Area Training and Exercise Program
- Department of Homeland Security

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Japantown SafeCity Camera Program Policy



	and submit that to the JORD in accordance with the precedures set forth to
	this Unage Policy. A copy of the Video Request Form can be downloaded from the ACRD website group Zenovided and or housest a form to service as a small
	for pulses teletrical difference had using
4	the Video Request fains can be adjectived to XXIV in one of the bullwring has easily (3) when it is practicely delivery to the XXIV Office located at this Sames. (4) there is San Francisco, during normal business focus Moodey through Order processing to you are to you processing to you will be sufficient to the processing of the present the same of the processing of th
	Requestions must submit a copy of a roll government bissel photo identification (driver's forms, passport, etc.) with their request.
	Requesters must include a description of noisi reasons for the request of the sideo with specific facts.
	The ICEO will respond in a littlely manner pursuant to the requirement of the Bubble Decemb Act and with consideration of the reason for the argonity of
	Ma request.
	The ACRO reserves the right to evaluate all response for approval. Any request that does not further the stated purpose of the pospess or input assembled paramet to the publishes in this bings holic, may not be approved.
4	Applied Video Solutions, the service provider of the Society Centers used Video Rathenal System, will provide support to the retrieval process parsisent to a respect for assistance there the JCRD.
- 3	Property content may request foctage of video recordings for salid to kneen reasons related to incidents involving their property business.
	The \times 80 Board of Grectors reserves the right to modify the galdwine at any time
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•	While the JCD has oversight exponentiallies of the program, the JCD staffs are not responsed to resolute the rise of leg spiral in an entire that is not obligately label day. Authorized JCDS staff may record in the lost hard train the recording explain from time to time and there should be no expectation of constant month only.
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The JCBD's SafeCity Camera and Video Retrieval System Usage Policy & Procedures is available on our website at www.jtowncbd.org/japantown-safecity-camera-program.

	Recorded rideo is generally stored for a period of 3x days. Requests for recording exceeding 3x days may not be available. On the 3x* day, recorded video findings in generally deleted, research, or destroyed, unions a copy has been made in accordance with a request related to a security or safety incident.
6	Any video associated with a specific security incident or event is generally converted into a permanent video (tip and storred for a months (sito days). The XDD may retain a copy of any video record or image provided to a third party beyond sito days or until all legal proceedings are concluded.
4	Copies of all video records and images are to be made on JCBD premises only.
*	The JCBO is a community agency that complex with the California hubic Records Act. This legislation provides for the type of public information that can be required, numer of requestive, response time and mechanism. It should be noted that the Video Request Form is among their type of information that is subjected to public information regions.
£	The ASD is a comprofit organization, and donations to support the work of the organization are glady accepted $% \left(1\right) =0$
	JCBO SafeCity Camera Program of oils one
1674	Poet Street, Suite 2, San Francisco, CA 94115 415-365-5357 www.jtoencbd.org

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Japantown SafeCity Camera Program Technology Report

The Japantown SafeCity Cameras is a system of cameras throughout Japantown which is overseen and maintained by JCBD staff. This project was made possible through a generous grant from the Chris Larsen Fund, an advised fund of Silicon Valley Community Foundation.

In partnership with property owners, 119 cameras are positioned at specific locations within the JCBD district.

- Surveillance Technology that the district owns:
 ACC 7 software, Avigilon cameras, APC Smart UPS devices and Enterprise Video Recording Servers
- 2. Brief description of technologies used in the Japantown SafeCity Camera Avigilon H4 multi-sensor cameras which provide video coverage in day and night light conditions which allow for 24-hour coverage. Avigilon ACC 7 software programs provide additional support through search parameter technology, as well as Genetec Portal support for individual-specific video cloud-sharing capabilities.

3. In this fiscal year 53 video requests were received. The following is a list of names of organizations who accessed information from the SafeCity Program during FY 22-23. Names of individual crime victims requesting video footage are not listed due to privacy, associational and safety concerns and interests.

Cushman Wakefield/Kinokuniya Mall

Hotel Kabuki

Kimochi, Inc.

National Japanese American Historical Society

San Wang Restaurant

SF Public Defender's Office

San Francisco Police Department

Super Mira Market



Keeping Japantown on the Map

The JCBD's efforts in keeping the public up-to-date on what's happening in Japantown is a huge part of the increase in foot traffic. Our social media followers want to know about new businesses, new products and events happening in Japantown.

Promoting Japantown through Social Media

Many of our small businesses still do not have the capacity to maintain a social media account. This is where the JCBD staff and our social media interns have stepped in to help promote them.

Catering content to specific demographics has enabled us to increase followers for the @sf_japantown Instagram site (6,838) and Japantown SF Facebook site (13K). With the encouragement of our young social media intern, sf_japantown is now on TikTok!

Promoting Japantown Globally

In order for Japantown to be recognized as a cultural destination for international visitors, the JCBD increased its efforts to connect with key businesses and travel organizations both locally and abroad. In April of this fiscal year Executive Director Horikiri had the opportunity to join the SF Travel's Asia Mission on their Tokyo leg of promoting San Francisco. This was made possible through a generous sponsorship from the Japantown Merchants Association.

While there she met with the top two Japanese travel agencies – Japan Travel Bureau and HIS International Tours as well as leading travel publications to help promote Japantown and change the narrative of our City.

Outcomes of SF Travel's Asia Mission includes future visits by Japanese university student tours, pitching stories about Japantown to travel publications and most importantly making face-to-face connections in Japan.



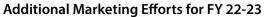
Bringing Innovation to Japantown

In May of 2023, the JCBD was approached by Adobe and their immersive agency Rock Paper Reality to bring their interactive augmented reality (AR) experience to

Japantown. They focused on the Osaka Way/Buchanan Street area and asked us to recommend a small business that would be a great partner for this project. We introduced them to Linda Mihara, owner of Paper Tree and an origami artist. The partnership was perfect. This project will be created using Adobe Aero Geospatial, powered by Google's Geospatial Creator. The AR experience uses real time geographic location to bring Linda's stunning origami artwork to life and enabling Japantown to become a digital landmark. Japantown is the first neighborhood that Adobe selected to highlight. The JCBD has remained part of the team and will also be included in their promotional video that will also be presented at the Adobe Max 2023 later this year. Paper Tree 3D AR Experience is projected to go live in July of 2023.

These efforts will benefit the local economy and help to raise the visibility of San Francisco's Japantown here and around the world.





• Fleet Week Neighborhood Concert Series

• JapantownSF Holiday Lights

 SF Office of Small Business Walk Through

 Jtown Jingle - MeAN Acapella Caroling in Japantown

• San Francisco Chamber of Commerce Japantown Merchant Walk Through

 The Heart of Jtown Pop-Up Shop participation in Shop Dine SF Pop-Up at City Hall

 Created the JapantownSF Visitors Map & Retail Directory (English and Japanese versions)

 2023 G7 Summit X NAKED, Inc. -Dandelion Project exhibit in Japantown

















DANDELION

Kinokuniya

Seeing the Need and Filling the Void

Vacant storefronts can be an eyesore in a neighborhood, but they can also be an opportunity. There are many ways to utilize vacant storefronts to benefit the community and the property owners.

The JCBD has been fortunate to work with community artists to help create exciting visuals that can be seen on our street lamp banners as well as murals that were placed in the windows of vacant storefronts. Knowing that these artists also suffered significant financial hardship due to the pandemic, JCBD staff looked at how we can utilize the empty storefronts to promote their work.

On December 16th, through the Heart of Jtown Resiliency Fund and partial funding from the Office of Economic and Workforce Development (OEWD) RFP 223 Heart of Jtown Revitalization Project, we opened the Heart of Jtown Pop-Up Shop. With the support of Kinokuniya Bookstores of America, a major stakeholder for the JCBD, we entered into a 3 month lease to provide the artists a space to not only sell their creative work, but also serve as a visitors hub.



Seasoned artists helped mentor the others and it has proven to be a great example of how to incubate small businesses and provide them with the resources available and the support needed to succeed.

Since the opening, the lease at the Kinokuniya Building has been extended 3 times due to the popularity of the pop-up storefront. The artists realized the value of having a presence in

Japantown and at the same time were filling the need of bringing art back into the neighborhood. We were able to connect the artists with the S.F. Office of Small Business staff who have guided them toward becoming a permanent small business owners here in the heart of Japantown.







Being an Important Resource for Our Small Businesses and Community

Small Business Assistance

- Kept our Japantown small businesses connected and alerted through e-newsletters (41 newsletters sent out)
- Continued to promote Japantown through japantownsf website, social media and "Keeping Japantown Connected" e-newsletters (43 newsletters sent out)
- Provided assistance to our small businesses including:
 - One-on-one assistance in completing on-line grant applications for Shared Spaces Legislated permits

Addressing COVID-19 Needs

- Continued weekly COVID-19 Testing in partnership with Virus Geeks, Inc. and SF Rec & Park
- Distributed 5500 COVID-19 Antigen At-Home test kits

The Heart of Jtown Resiliency Fund

The Heart of Jtown Resiliency Fund continues to help support our small businesses. For FY 22-23 funds helped in the following areas:

- Purchased masks for small businesses
- Funded interior mural by Brandt Fuse for Kippu Restaurant
- Rent support for the Heart of Jtown Pop Up Shop

Keeping Our Community Informed

- Updates on the Osaka Way/Buchanan Street Upgrades JCBD is part of the planning committee that meets with SF Planning and SF Public Works
- Kept our Japantown community informed through e-newsletters (43 newsletters sent out)

Community Fund

The JCBD's Community Fund supports Japantown community organizations on their events that attracts visitors or promotes Japantown. For FY 22-23 funds helped in the following areas:

- Japanese Cultural & Community Center of No. CA's Children's Day (\$2,000)
- Nichi Bei Foundation's Soy & Tofu Festival (\$2,000)
- Japan Center Malls Japantown Peace Plaza Music Series (\$2,000)
- SF Japanese Americal Citizens League 2nd Annual Pride Flag Raising Event at the Peace Plaza (\$1,000)
- Japantown Merchants Association Japantown Peace Plaza Music Series (\$1,000)
- Performances by SOTA World Taiko Group & Uzumaru Yosakoi at the Japanese Heritage Night with the Golden State Warriors (\$1,250)









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Assessment Factors and Methodology

Each property within the JCBD's boundaries, as shown in the map, pays a special assessment proportional to the benefits received. Japantown property and business owners have emphasized that the assessment formula for the Japantown Community Benefit District be fair, balanced, and have a direct relationship to the district's services.

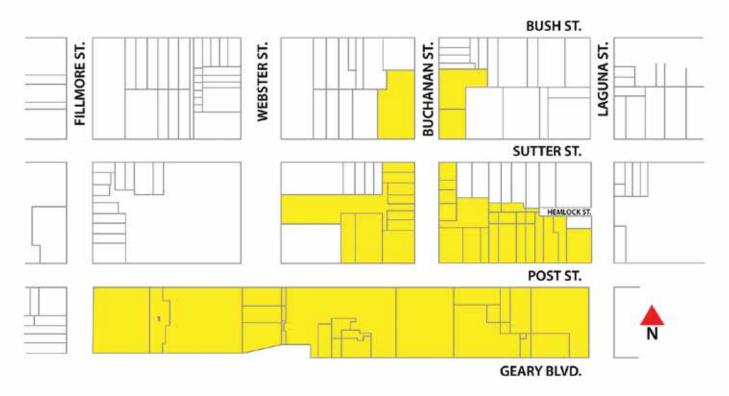
The Japantown Community Benefit District is funded through an annual assessment from businesses and property owners in the district. Estimated annual maximum assessment rates for all parcels, except Non-profit Parcels is as follows: \$0.1477 per square foot of lot, building + \$38.0166 per linear foot. Non-profit parcels is as follows: \$0.0739 per square foot of lot, building + \$19.0083 per linear foot.

This information is provided to the JCBD from the SF Assessor's office. It is the responsibility of property owners to ensure the information provided to the CBD is correct. To correct information, property owners must contact the SF Assessor's Office at 415-554-5596 or at https://sfassessor.org/.

Annual assessment rates may increase due to changes to the consumer price index (CPI), up to 3% each year. Assessments may also increase based on development in the District. JCBD assessments appear as a separate line item on the annual San Francisco County property tax bills.

For FY 22-23 the Board voted not to increase assessment rates.

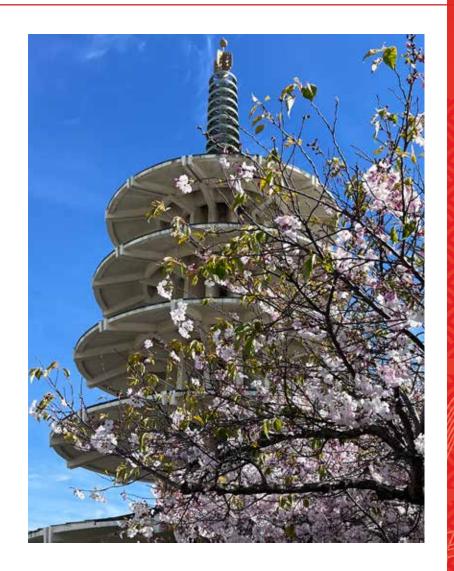
To view a complete list of 2022 - 2023 Japantown CBD property assessments, please visit www.jtowncbd.org



Financials FY 2022 - 2023

Management Plan Budget

Service Category	Dollar Amount	Percentage	
Environmental Enhancements	\$125,000.00	31.25%	
Economic Enhancements	\$195,000.00	48.75%	
Advocacy/Administration	\$70,000.00	17.50%	
CBD Reserve\$10,000.00	\$10,000.00	2.50%	
TOTAL	\$400,000.00	100.00%	
Assessment Revenue	\$377,800.00	94.45%	
Non-Assessment Revenue	\$22.200.00	5.55%	
TOTAL	\$400,000.00	100.00%	



FY 2022 - 2023 Budget

Service Category	Assessment Dollar Amount	Non-Assessment Dollar Amount	Total Dollar Amount	% Total Assessment	% Total Non-Assessment	%Total
Environmental Enhancements	\$177,341.25	\$185,425.79	\$362,767.04	45%	46%	46%
Economic Enhancements	\$127,058.75	\$132,851.04	\$259,909.79	32%	33%	33%
Advocacy/Administration	\$78,600.00	\$82,183.17	\$160,783.17	20%	21%	20%
CBD Reserve	\$10,000.00	-	\$10,000.00	3%	0	1%
TOTAL	\$393,000.00	\$400,460.00	\$793,460.00	100%	100%	100%

FY 2022 - 2023 Actuals

Service Category	Assessment Dollar Amount	Non-Assessment Dollar Amount	Total Dollar Amount	% Total Assessment	% Total Non-Assessment	%Total
Environmental Enhancements	\$106,184.33	\$320,953.01	\$427,137.34	40%	57%	52%
Economic Enhancements	\$91,516.31	\$149,048.19	\$240,564.50	35%	27%	29%
Advocacy/Administration	\$65,162.08	\$92,654.39	\$157,816.47	25%	16%	19%
CBD Reserve	-	-	-	0%	0	0
TOTAL	\$262,862.72	\$562,655.59	\$825,518.31	100%	100%	100%

Revenue Sources

Revenue Sources	FY 22 - 23 Actuals	% of Actuals	
FY Assessment Revenue	\$392,394	45%	
Penalties	-	0	
Redemption + Redemption Penalties	-	0	
TOTAL	\$392,394	45%	
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Contributions and Sponsorships	-	0%	
Grants	\$335,230	39%	
Donations	\$24,277	3%	
Interest Earned	-	0%	
Earned Revenue	-	0%	
Other	\$113,927	13%	
Total Non-Assessment (General Benefit) Revenue	\$473,434	55%	
TOTAL	\$865,828	100%	



Carryforward

FY 2022-23 Assessment Carryfo	Spendown Timeline	
Service Category	Dollar Amount	
Environmental Enhancements	\$60,588	1 year
Economic Enhancements	\$45,627	1 year
Advocacy/Administration	\$13,317	1 year
CBD Reserve -		
Special Assessment Total	\$119,532	

FY 2022-23 Non-Assessment Carryforw	Spendown Timeline	
Non-Assessment Project or bucket name	Dollar Amount	
SF Japantown Foundation	\$10,000.00	6 months
OEWD Big Belly Grant	\$2,658	3 months
General/Admin	\$12,152	6 months
Non Assessment Total	\$24,810	



FY 2022 - 2023 Donors \$1,000 and Over

Donor Name & Address	Date of Donation	Total Amount of Donation(s) Within Reporting Period	Gift	Estimated Value of Gift	Identified Restricted Uses	Financial Interest of Donor
Mary Ishisaki	11/7/2023	\$1,000.00	0	-	Holiday Lights	Property Owner in District
Japantown Merchants Assoc.	12/15/2023	\$5,000.00	0	-	-	Community Nonprofit
Nancy Nagano	5/19/2023	\$1,000.00	0	-	-	Community Member
Nihonmachi Parking Corp.	11/22/2023	\$5,000.00	0	-	Holiday Lights	Property Owner in District
TOTAL		\$12,000.00				















1674 Post Street, Suite 2 San Francisco, CA 94115 Tel: 415-265-5207 • Fax: 415-796-0863 info@jtowncbd.org • www.jtowncbd.org



JCBD Board of Directors FY 22 - 23

Officers

Board President Currently vacant

Board Vice President Robert K. Sakai, *Property Owner*

Board Treasurer Mary Ishisaki, *Property Owner*

Board Secretary Kathy Nelson, *Director - Kabuki Spring and Spa* **Board Members**

Eunice Ashizawa - Business Owner, Soko Hardware

Daniel F. Byron II, Director of Asset Management - 3D Investments, LLC (Japan Center Malls)

David Dunham, CPP - Principal Administrative Analyst

Parking & Curb Mgmt, Streets Division, SFMTA

Junichiro Ikeda Director / Japantown Branch Manager -

Union Bank

Steve Ishii, Executive Director - Kimochi Inc.

Dennis Kern, Director of Operations - S.F. Recreation and Parks

Kimberly Kolbe, Former Business Owner - Shop MaruQ

Amit Patel, General Manager - Hotel Kabuki

Marlon Smith, General Manager - Kimpton Buchanan Hotel

Grace Horikiri, Executive Director
Brandon Quan, Deputy Director
Melissa Bailey Nihei, Administrative Assistant/Community Aide
Sumiko Fong, Social Media Intern

Email info@jtowncbd.org to receive JCBD weekly/monthly e-newsletters. Please visit our website at jtowncbd.org for program information and other resources.

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